

**Wisconsin Department of Natural Resources
Natural Resources Board Agenda Item**

SUBJECT: Donation acceptance – American Dairy Queen

American Dairy Queen will donate \$75,600 ice cream cone coupons to DNR. This donation will be used to reward boat, ATV/UTV and snowmobile youth operators who exhibit responsible habits, safe operation, courteous actions and understanding basic safety related laws which apply to them.

FOR: June 2015 Board meeting

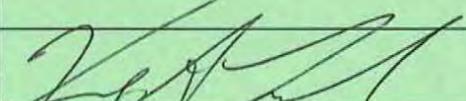
TO BE PRESENTED BY: Secretary Stepp

SUMMARY:

Partnership with Dairy Queen to provide a coupon for a free small cone as a reward to youth for safe practices while using Wisconsin waterways and trails. DNR proposes to use the certificates as part of a public relations effort promoting and rewarding safe practices by youth in Wisconsin. Coupons will be issued by Wisconsin Conservation Wardens and Municipal Patrol Law Enforcement Officers to boat, ATV/UTV, and snowmobile youth operators as a Recreational Safety "Safe Practices Reward". DNR will assume responsibility and costs related to design, print and distribution of the coupons.

Through our partnership with Dairy Queen, the Safe Practices Reward coupons expire on March 31st. Bureau of Law Enforcement is requesting that the Board accept the continuation of Safe Practices Reward program for a two-year period ending in 2017. WDNR will print and distribute 40,000 coupons each year.

RECOMMENDATION: That the Board accept the generous donation of \$75,600 in ice cream cone coupons from American Dairy Queen.

Approved by	Signature	Date
Todd Schaller, Bureau Director		6-2-15
Cathy Stepp, Secretary		6-2-15

cc: Board Liaison - AD/8
Department rule coordinator – LS/8

Acknowledgment of Gift

This is to certify that at its **June 2015** meeting, the Natural Resources Board gratefully accepted a gift of \$75,600 in ice cream cone coupons from:

American Dairy Queen

This donation will be used as a

Recreational Safety "Safe Practices Reward"

to reward boat, ATV, and snowmobile youth operators who exhibit responsible habits, safe operation, courteous actions and understanding basic safety related laws which apply to them.

Our expression of appreciation on behalf of Wisconsin's citizens is hereby recorded in the official records of the Natural Resources Board. We acknowledge this generous contribution.

Natural Resources Board

Preston D. Cole, Chair

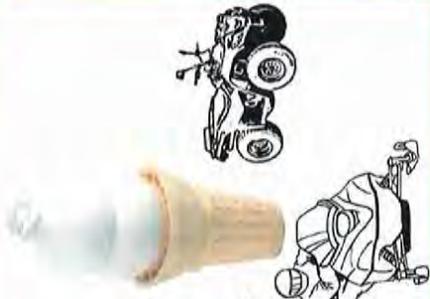
***Recreational Safety
"Safe Practices Reward"***

Free DQ Treat

For exhibiting responsible habits, safe operation, courteous actions and understanding basic safety related laws. Use this coupon for a free small plain cone.



Wisconsin Department of Natural Resources and Dairy Queen say thanks for being safe.



Please present before ordering. One offer per coupon, per visit. Not good in combination with any other offer. Valid only at participating Wisconsin DQ restaurant. Expires March 31, 2016